



# MOORE LAW

— TRIAL LAWYERS —

*Lawyers That Listen*





# A LAWYER THAT LISTENS TO YOU

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Thomas J. Moore II

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VIRGINIA EPISCOPAL SCHOOL 1981

UNIVERSITY OF GEORGIA 1981-83

UNC CHAPEL HILL 1985 | BA HISTORY

CAMPBELL UNIVERSITY SCHOOL OF LAW 1991 | JURIS DOCTORATE

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*Board Member Center for Death Penalty Litigation*

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Being a lawyer is about helping people who need help. Tommy is an advocate for the people. A real blue collar lawyer that listens to his clients and works to understand their needs. Never one to always look for the easy way out, Tommy is not afraid to go to trial and make a stand for his clients. Tommy prides himself on zealous advocacy. He vows to represent you with the compassion, determination, knowledge and skill you deserve.

In his 20-year career, Tommy has focused on criminal practice in North Carolina District and Superior Courts. He has taken particular interest in both capital and non-capital murder cases.

He has represented over two dozen individuals charged with homicide. He has tried over a dozen homicide cases to a jury, including the acquittal of Wallace Fields, who was found Not Guilty of first-degree murder in Edgecombe County in May of 2010. His trial experience is not limited to homicide cases alone. His extensive trial experience includes violent felonies, drug charges, property crimes and misdemeanor appeals.

He is certified by the NC State Capital Defenders Office to represent indigent individuals charged with capital crimes statewide. He has been active in educating the community on issues related to the death penalty as well as lobbying lawmakers on behalf of capital litigators. He has spoken at many Continuing Legal Education seminars concerning capital litigation and stories related to many of his higher profile cases.

**MOORE LAW**

The cornerstone to the Moore Law Brand is the logo. Bold and strong yet simple and clean it represents the straight forward attorney that will get the job done while being empathetic with a heart for the clients needs.

PRIMARY MARK



**MOORE LAW**  
— TRIAL LAWYERS —

OPTIONAL TREATMENTS

HORIZONTAL MARK



**MOORE LAW**  
— TRIAL LAWYERS —

WITHOUT QUALIFIER



**MOORE LAW**

MARK ONLY AND ALTERNATE COLOR OPTIONS



NAME ONLY

**MOORE LAW**

**E** The height of the "E" from Moore Law is used to measure the space

**T** The height of the "T" from Trial Lawyers is used to measure the space

PROPORTIONS



SPACING



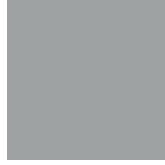
MINIMUM SIZE



The deep Reds and greys along with the black gives Moore Law a strong presence—one that insures people will notice. Along with giving the firm a stoic business look, Moore Law’s color palette transitions well between the screen and print.



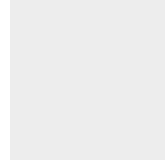
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PMS: 422 C  
HEX: #9EA2A2



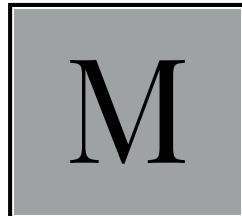
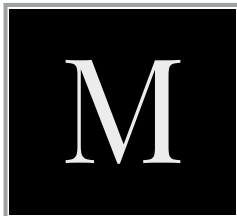
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RGB: 0 0 0  
PMS: Black 6 C  
HEX: #000000



CMYK: 0, 0, 0, 7  
RGB: 237, 237, 237  
PMS: 663 C  
HEX: #EDEDED



CMYK: 0, 89, 100, 42  
RGB: 148, 17, 0  
PMS: 484 C  
HEX: 941100



# Playfair Display

Playfair is a transitional design. From the time of enlightenment in the late 18th century, the broad nib quills were replaced by pointed steel pens. This influenced typographical letterforms to become increasingly detached from the written ones. Developments in printing technology, ink, and paper making, made it possible to print letterforms of high contrast and delicate hairlines. It's Modern look provides a pleasant level of sophistication.

**Normal 400**

Grumpy wizards make toxic brew for the evil Queen and Jack.

**Normal 400 Italic**

*Grumpy wizards make toxic brew for the evil Queen and Jack.*

**Bold 700**

**Grumpy wizards make toxic brew for the evil Queen and Jack.**

**Bold 700 Italic**

***Grumpy wizards make toxic brew for the evil Queen and Jack.***

**Ultra-Bold 900**

**Grumpy wizards make toxic brew for the evil Queen and Jack.**

**Ultra-Bold 900 Italic**

***Grumpy wizards make toxic brew for the evil Queen and Jack.***

Playfair Display

*Playfair Display*

**Playfair Display**

***Playfair Display***

**Playfair Display**

***Playfair Display***

PLAYFAIR SMALL CAPS

*PLAYFAIR SMALL CAPS*

**PLAYFAIR SMALL CAPS**

***PLAYFAIR SMALL CAPS***

**PLAYFAIR SMALL CAPS**

***PLAYFAIR SMALL CAPS***

# Open Sans

Open Sans is a humanist sans serif typeface designed by Steve Matteson, Open Sans was designed with an upright stress, open forms and a neutral, yet friendly appearance. It was optimized for print, web, and mobile interfaces, and has excellent legibility characteristics in its letterforms.

**Light 300**

Grumpy wizards make toxic brew for the evil Queen and Jack.

**Light 300 Italic**

*Grumpy wizards make toxic brew for the evil Queen and Jack.*

**Normal 400**

Grumpy wizards make toxic brew for the evil Queen and Jack.

**Normal 400 Italic**

*Grumpy wizards make toxic brew for the evil Queen and Jack.*

**Semi-Bold 600**

Grumpy wizards make toxic brew for the evil Queen and Jack.

**Semi-Bold 600 Italic**

*Grumpy wizards make toxic brew for the evil Queen and Jack.*

**Bold 700**

**Grumpy wizards make toxic brew for the evil Queen and Jack.**

**Bold 700 Italic**

***Grumpy wizards make toxic brew for the evil Queen and Jack.***

**Extra-Bold 800**

**Grumpy wizards make toxic brew for the evil Queen and Jack.**

**Extra-Bold 800 Italic**

***Grumpy wizards make toxic brew for the evil Queen and Jack.***

Open Sans

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**Open Sans**

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